

Abstract

The subject of a Diploma Thesis „Media image of the Czech Republic in British daily newspapers“ is the media representation of the Czech Republic in The Guardian and The Times journals. The analysis has been made by combining quantitative content analysis and constant comparative technique of 906 articles mentioning the Czech Republic published in years 1998, 2004 and 2010. The purpose of this Diploma Thesis is to answer questions related to the agenda of topic, occurrence of specific participants, intensity of the subject appearance and its development in time, geopolitics context and attributes, that media assign to the Czech Republic. Diploma Thesis consists of a theoretical part as well as performed research. The theoretical background and previous knowledge of the subject is defined in the introductory chapters. Those chapters reflect the issues of reality representation, stereotypes, agenda-setting as well as factors that impact the media production process. The British media environment together with a detailed description of analysed topics are specified in a separate chapter. Basic information about selected research methods followed by a description of the particular process and all identified outputs are summarized in the second part of the thesis. The result of the quantitative content analysis is a quantification of the analysed sample. The qualitative research that consists of an analyses of attributes outlines the deep perception to the ways of representation of the Czech Republic.